

PROJECT NUMBER : 2304/4031
PROJECT TITLE : Product Development, U.S.A.
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I. LOW TAR/HIGH FLAVOR

PROJECT BOLD

- A. **Objective:** Develop a 1mg 85mm and 2mg 100mm regular and menthol product competitive with Now and Carlton.
- B. **Status:** Primary is complete for improved flavor models using optimized paper with TELA and PM web filters.

Forty-eight trays of 98mm paper core concentric filter rods were received from American Filtrona. Sampling and testing are in progress.

Three mill runs were completed by Kimberly-Clark to produce papers for Project BOLD: a 25 g/m² sheet with 30% Albacar chalk at 46 Coresta porosity and 1.7% citrate; a 26 g/m² basis weight sheet with 36% Albacar chalk, 46 Coresta porosity and 1.7% citrate; and paper with 28.5 g/m² basis weight and 30% Albacar chalk, at the same Coresta and citrate levels.

Laboratory work is continuing to develop new flavor systems that enhance smoothness while maintaining impact.

- C. **Plans:** Analyze data and prepare for March POL testing.

II. PROJECT AMBROSIA

AMBROSIA I

- A. **Objective:** Develop a 23.0 circumference aromatic sidestream product as well as a 24.8 circumference 85mm and a 24.0 circumference 100mm and apply this technology to other products.
- B. **Status:** Adhesive stability tests of two 10-gallon batches of adhesive incorporating Aromatek-150 at a 5% wt/wt target are in progress at National Starch. The result of these stability tests will determine which batch of Aromatek-150 we ask FD&O/Givaudan to duplicate. Two POL's incorporating Aromatek-150 coated on paper have been requested (0576 and 0667). Cigarette paper for these POL's will be requested for paper coating at Ecusta.
- C. **Plans:** Produce product with new production batch and finalize specifications.

AMBROSIA II

- A. **Objective:** Develop K.S. and 100mm low smoke, low odor and low smoke/low odor prototypes.
- B. **Status:** Requests for cigarette making, using LSS, LSS/A-245, and charcoal filters for duplication of the original POL's have been submitted. Paper analysis is complete, and the charcoal filters are in-house.

Blend component samples with Regular cigarette paper and LSS cigarette paper were made on February 25. These samples will be submitted for visibility testing and room aroma (PED) evaluation.

Conventional and low sidestream papers were coated for a room odor study to be conducted by PED with cigarettes of varying degrees of sidestream visibility reduction. Different combinations of monopotassium phosphate, malonic acid, and Aromatek-245 were applied with the size press and tunnel dryer systems.

- C. **Plans:** Continue model making for improvements.

III. PROJECT MARLBORO

- A. **Objective:** Design and develop Marlboro 83mm FTB products as possible line extensions.
- B. **Status:** Initial test market allocation quantities of 83mm FTB were completed on February 20, 1991, at Stockton Street.

A factory trial of MF Medium KS SP was conducted at the M/C on February 26, 1991, to evaluate packaging alignment and to finalized tipping paper pressure drop. Cigarettes were submitted to CI on the same date. A factory trial on finalized packaging is expected the week of March 11, 1991.

- C. **Plans:** Monitor test market.

IV. BRAND EXTENSIONS

- A. **Objective:** Design and develop extensions and modifications to existing brand families.
- B. **Status:** POL tests are scheduled to evaluate the B&H menthol, Marlboro menthol and an "N"-type blend and flavor system in an 83mm full flavor and lights configuration. Prototypes have been made and analyzed to determine optimum menthol application to achieve the targeted menthol-per-puff as specified by PED. Production of the first two POL's (FF and Lights with B&H menthol blend) for shipment in mid-March should be complete by March 1, 1991.

PED has requested B&H Menthol KS models in white and cork tipping and B&H Lights Menthol KS models in white and cork tipping for extended internal smoking evaluations. Semiworks requests have been submitted.

- C. Plans: Complete POL production and develop models for additional consumer testing.